

City College News

GEORGE BROWN COLLEGE

VOL. 8 NO.1 SEPTEMBER 1990

Report expected to have major impact on the future of George Brown

The education community, along with business, labour and government, must join forces to meet the challenges of the new global economy, says a recent report by the Premier's Council of Ontario.

People and Skills in the New Global Economy, a two-year study into Ontario's ability to compete in a rapidly changing global marketplace, was released in July by then Premier David Peterson.

Depending on the reception it gets from the new provincial government, the report and its 32 recommendations could have a major impact on the community college system and George Brown College in particular.

For example, key recommendations of the report call for the establishment of a joint labour-management board to oversee training in the province; a thorough revitalization of the apprenticeship system; and a focus on more generic education that stresses technical, scientific, communication and numeracy skills.

The Premier's Council, established in 1986 to assist in developing long-term strategies for improving the provincial economy, is a 34-member council composed of leaders of the business, labour and academic communities, as well as a number of government representatives. David Peterson chaired the committee.

"Our businesses and industries need a well-trained, well-educated workforce to meet the competitive challenges that lie ahead, particularly in high technology fields or those areas where considerable restructuring

Continued on page 2.



HYPNOTIC ORIENTATION — Mike Mandel, the hypnotist/magician, helped a couple of George Brown students start their classes in a relaxed state of mind. The demonstration on Sept. 12 was part of a week filled with back-to-school orientation activities organized by the Student Administrative Council.

New programs unique in Ontario

Three new George Brown programs, each one unique in the province, are off to a successful start this fall.

Sports Marketing, Workers' Compensation Claims Management, and Office Administration - Dental - all new School of Business programs - were designed to respond to specific needs of the George Brown community.

Workers' Compensation Claims Management, a collaborative effort between George Brown and the Workers' Compensation Board, began with a pilot project in January. About 20 people are now enrolled in the one-year, post-diploma program which requires all candidates to have a two-year college diploma or a university degree.

The maximum number of 25 students are currently enrolled in the Sports Marketing program - the only one of its kind in Canada.

Based on the parallel co-op mode, Sports Marketing students spend half of each week in class, and the other half in job placements, working with companies or organizations involved in sports marketing.

Office Administration - Dental responds to the need in the dental profession for specialized personnel.

Unique in Ontario, the one-year certificate program currently has about 36 students enrolled. The program is a joint venture between the School of Business and the Health Sciences Division.



Comment by Doug Light

A new world for training

The Premier's Council Report, released this past summer, is one of the most important reports of the past decade on education and training in Ontario.

The question now, of course, is whether the new provincial government will accept the findings contained in *People and Skills in the New Global Economy* and implement the 32 recommendations.

It is my belief that the government will embrace the report's theme of a shared, participative role of labour, management and other constituents, and that many of the recommendations will be approved.

Probably the most important recommendation, as far as George Brown is concerned, is the proposal for a participative committee structure with a central Ontario Training and Adjustment Board, along with sectoral and regional committees to direct training in the province.

We would then be dealing with committees made up of labour and management people rather than a single government ministry.

What it means is that colleges must have well-documented information to justify and continue their training activities. At George Brown, we're going to have to develop criteria to evaluate all our programs. It won't be sufficient to say we have a good program; we're going to have to illustrate why it is good — excellent graduation and placement rates, for example.

People and Skills in the New Global Economy represents a significant change in direction for colleges. The impact on George Brown will be considerable: We will be entering a very competitive world with the adoption of this report.

Obviously, we await with great interest the new government's attention to this matter.

D. E. Light



POSTER PERFECT — Armed with a dramatic new poster series, the School of Dance Community Association is continuing its campaign to keep the School of Dance at George Brown open. The association — a group of concerned students, parents, staff and members of the dance community who rallied to save the School of Dance when budget cutbacks were announced in the spring — worked this summer to produce three posters, one of which is pictured above. Noted Canadian photographer Shin Sugino donated his time and Toronto communications firm The Spencer Francey Group donated design and project coordination. The poster will be used for fundraising and publicity to increase enrolment.

Report expected — cont. from page 1

ing is taking place," said Peterson in releasing the report.

George Brown Acting Vice-President, Academic, Bob Struthers says the report reaffirms the college system's role as a significant training partner in Ontario.

"However, it is clear we are not considered the only player in the training equation and we will very much have to be more responsive, more relevant to the needs of local employers," he says.

The report's recommendation of a central Ontario Training and Adjustment Board, made up of management and labour, along with sectoral and regional training committees, recognizes that human resource development and training is a shared responsibility between employer, employee and government.

As a major training institution, George Brown would be affected by this new partnership between management and labour in the training process. Struthers says, however, the College is in a good position.

"George Brown is well-known and well-respected by organized labour in Ontario through a variety of training partnership agreements, including our most recent one with the Metropolitan Toronto Labour Council," he says.

Other specific recommendations concerning colleges include:

- Colleges should be structured to permit greater ease of transfer between programs and to provide a common set of generic skills that can accommodate a variety of career paths.
- A selected group of college technology programs should be transformed into sectoral or technology-specific leaders in education and training and be designated "Centres of Specialization."

This latest report by the Premier's Council is a follow-up to the 1988 study, *Competing in the New Global Economy*, which analyzed the international competitiveness of key Ontario industries.

Events

Oct. 2 - Board of Governors meeting, 500 MacPherson Ave., Boardroom, 5 p.m. For information call Pat Smith at 944-4473.

Oct. 12 - OPSEU Local 557 Oktoberfest party. Kensington campus gym, 7:30 p.m. For tickets or information call Union Stewards: Tommy Crean at Casa Loma, 944-4310; MaryLou Martin at Kensington, 867-2414; or Pat Brian at St. James, 867-2291.

Oct. 18 - College Council Meeting. 300 Adelaide St. E., Room 310, 8:45 a.m. Call Brian Cooper at 867-2231 for more information.

Oct. 22 - Free Career Development and Information Workshop. 6 p.m., St. James Campus, 258 Adelaide St. E., Room A201. For registration information call 867-2059. Sponsored by the Continuing Education and Marketing Division and the Access Division.

Oct. 25 - Brown Bag Seminar Series: *Street Proofing for Women*. 258 Adelaide St. E., Room A201, noon to 1 p.m. This seminar is open to all staff, including men. Sponsored by the Staff Training and Development Office. To register or for more information call Maria De Notaris at 944-4663.

Oct. 26 - Women's Basketball. Seneca vs. George Brown, 6 p.m., St. James gym.

Oct. 27-29 - Second Annual *Peter Pumpkin Safety Party* at Casa Loma castle. Staff of the School of Technology and Science will be designing a 'scary' house for the Nestlé scary house hunt. All staff and their families are welcome to attend. Call Ellen De Boer at 944-4589 for details.

Oct. 31 - Sonoma County Wineries Showcase and Wine Tasting, 6 - 8:30 p.m., School of Hospitality, 300 Adelaide St. E. Call Wendy Jones at 867-2239 for more information.

— Men's and Women's Basketball. Durham vs. George Brown, 6 and 8 p.m. at St. James gym.

Environmental movement underway across George Brown

The leaves may be starting to turn brown, but George Brown College is going green. A college-wide campaign to make George Brown's campuses 'environmentally friendly' will be launched in mid-October.

Using the theme 'George Brown thinks green,' the campaign will focus on waste reduction and recycling in all parts of the College.

"We need to switch emphasis from a garbage disposal mentality to a waste reduction mentality," says Director of Physical Resources James Graham, who chairs the recently established College Steering Committee on the Environment.

Made up of representatives from across the College, the committee has been working to develop long-term strategies to make George Brown more environmentally sensitive. Four, locally based campus environment committees will also be set up to address the individual needs of each campus.

One of the Committee's first tasks is to set up an efficient and cost-effective recycling program. An outside contractor is being selected to handle all the College's waste products including paper, cardboard, glass, cans, newsprint and plastics. Special containers will be distributed throughout the College to collect those materials for pick-up and recycling.

In 1988/89, George Brown produced 777 metric tons of waste, says Graham. In Metro Toronto, the cost for dumping garbage has gone up from \$25 per ton in 1988 to \$125 per ton — and the cost is forecasted to climb to \$300 per ton in the near future.

"A waste reduction program is not only going to help the environment; in the long run it will save the College money too," says Graham.

Versa Foods will be implementing its own environmental program in October. All individually packaged condiments will be replaced with large, bulk dispensers and plastic stir sticks will be traded in for wooden ones, says Rodney Shiga, George Brown College Food Services Director.

Reducing the use of styrofoam cups is also a major focus for Versa Foods and

George Brown. Shiga estimates that, on average, George Brown employees use about 500 cups per person each year.

"We're attacking this problem from two fronts," says Shiga. "We'll be selling reusable, plastic mugs at cost and we are also investigating a polystyrene recycling contractor to make use of the remaining waste."

The College committee will be distributing free plastic mugs to all College staff to launch the 'George Brown thinks green' campaign. To encourage staff and students to reuse the plastic mugs, Versa will sell each 14-oz. coffee refill at the 12-oz. price.

If you have any environmentally friendly ideas or would like to volunteer on a campus committee, contact

your campus representative: St. James, Bill Fallis or Fiona Huebner at 867-2064; Kensington, Dave Dawson at 867-2379; Casa Loma, Bryan Gregg at 944-4521; Nightingale, Kathleen Alexander at 867-2310.



THINK GREEN

You can start making George Brown environmentally friendly right now. Here are some useful tips offered by second-year Community Worker student and part-time waste management co-ordinator, Joyce Van Veenendaal, on how to reduce waste in the office:

- make two-sided copies, rather than single-sided
- circulate one copy of a memo with a routing slip attached, rather than photocopies
- keep your memos and letters to one page
- regularly check distribution lists, and remove the names of those who no longer want or need the information
- substitute telephone calls or face-to-face conversation for memos and letters whenever documentation is unnecessary
- print computer documents after all revisions have been made on the screen
- borrow your colleague's newspaper
- use the back of old letters, flyers, or one-sided copies for scratch paper
- reuse large mailing envelopes.

Names in the News

On Sept. 6, George Brown College faculty and advisory committee member Gary Malkowski became the world's first elected deaf politician who uses American Sign Language (ASL) and ASL interpreters.

But for Malkowski, the NDP representative for York East Riding — a riding that had never before elected an NDP candidate — this is only another beginning in his long career as a deaf rights activist. Profoundly deaf (meaning deaf since birth), he has been the chairperson of the Ontario Association of the Deaf's Education Task Force Committee since 1986. He was the president of the Ontario Deaf Sports Association and a Vocational Rehabilitation Counsellor for the Canadian Hearing Society.



Bob Rae and Gary Malkowski

Malkowski still teaches two courses at George Brown: Introduction to the Deaf and Hard-of-Hearing World and Politics for the Deaf, and he is a member of the advisory committee for the College Prep program for Deaf and Hard-of-Hearing students.

He was also a member of an advisory committee at Bell Canada that helped establish the Bell relay (TTY) service for deaf telephone users.

"Accessibility is really the key," says Malkowski. "Deaf people need to have better access to interpreters, and ASL should be recognized as the language of instruction. As a politician, I want to generate a greater awareness of the deaf community and people with special needs."

The Academic Upgrading Department's first annual summer picnic was held at the wrong time for



photo: Tina Kirby

Second-year Nursing student Angela Samuda (middle) is presented with a \$1,000 bursary by Sharon Nicholls, Vice-President of the North Toronto Business and Professional Women's Club, as Nursing Chairperson, Betty Power (left) looks on. The annual bursary has been donated by the club as a tribute to past-president, Dr. Bertha Smith, who was also a faculty member at George Brown College until she died of cancer in 1984.

the 'write' reason. Organized by staff and students, the picnic was held on Aug. 24 — well before September's back-to-school rush — in recognition of International Literacy Day, which was officially on Sept. 14. Over half of the 100 picnic-goers were children who enjoyed games, a clown, a free book and a cake donated by The School of Hospitality.

Faculty members in the Fashion Division are rising early these days. Three of them are appearing on City TV's Breakfast TV show, which begins at 7 a.m. Toulia Balasca demonstrated haircutting techniques on the Sept. 21

show; Frank Belluomini is doing an upholstery demonstration on Oct. 1; and Emile Zamperin will display the art of shaving a beard with a straight-edge blade on Oct. 12. Videotapes of the shows can be borrowed from the Fashion Division. Call Peter Felder at 867-2400.

If you're wondering what will be happening at George Brown College to mark the retirement of President Doug Light early in 1991, here's a sneak preview of the major events.

On March 4, 1991 a gala retirement dinner will be held at the Metro Convention Centre, open to all college staff, friends of the college, and members of the greater community. A number of government, business and community leaders are also expected to attend.

Further details, including ticket prices, will be announced as they become available.

Wine and cheese receptions for the President will be held at all four campuses in February. Campus committees are being set up at each of the locations to plan and organize the events, which will be for all college staff.

City College News

is a publication of the Continuing Education and Marketing Division of George Brown College at 258 Adelaide St. E, Toronto, Ontario M5A 1N1. (416) 867-2060. Editor: Jill Holroyd. Writers: Tina Kirby and Doreen Pitkeathly.